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Carter aides' success as lecturers only fair

By Lynne Olson
Washington Bureau of The Sun

Washington—Hoping that the public has not forgotten them as quickly as has official Washington, Carter administration officials are hitting the lecture circuit by the dozens, trying to parlay their reminiscences and opinions into large speaking fees.

But so far at least, out of sight—or in this case, out of headlines—means out of mind.

Joan Steinhaus, an agent for a lecture firm which has signed up more than 20 Carter administration luminaries, says the demand for their services has been "fair," but "not overwhelming."

"The more visibility you have, the better you do," she said. "So much press attention has been devoted to the Reagan administration that the Carter administration has faded from view very quickly."

Ms. Steinhaus works for the Program Corporation of America, based in White Plains, N.Y., which is one of the largest lecture-booking firms in the country.

Among the former administration officials whom the company books on speaking tours are: Jody Powell, Jimmy Carter's former press secretary; former Secretary of State Edmund S. Muskie; former CIA director Stansfield Turner; former domestic affairs adviser Stuart E. Eizenstat; former Attorney General Benjamin R. Civiletti; former Veterans Administration head Max Cleland, and the former chief of the Office of Management and Budget, James T. McIntire, Jr.

Another of the company's clients is Joan Mondale, wife of the former vice president.

Thus far, Mrs. Mondale is one of the more sought-after Carter-era notables, along with Mr. Powell, Mr. Turner, Mr. Cleland and Mr. Muskie, Ms. Steinhaus says.

Mrs. Mondale, who has established a reputation as patroness of the arts, has re-

ceived speaking invitations from a wide range of groups, including arts and women's organizations and town hall meetings.

The topics for her lectures, some of which are illustrated by slides, include "Art in Public Places," "Art in the Vice President's House" and "Options for Young People in the 1980s."

Mr. Powell, the quick-witted former press secretary, is especially popular on college campuses, where he is willing to speak on just about any topic, although his best subject is obviously White House press relations, Ms. Steinhaus says.

In demand for motivational speeches is Mr. Cleland, the ex-VA chief, who lost both legs and an arm in Vietnam. He speaks on the "Quest for Excellence" and "Strong at Broken Places," aimed at helping disabled people adopt a "positive view toward the road to recovery."

Ms. Steinhaus adds she has received many calls from working women's groups and civil rights organizations for the speaking services of Eleanor Holmes Norton, who resigned just last week as chairman of the Equal Employment Opportunity Commission.

While most of Ms. Steinhaus's clients can talk only about their experiences as part of the former president's official family, one ex-official also gives lectures on what it is like as a member of Mr. Carter's actual family.

Hugh Carter, Jr., the former president's cousin who served as his assistant for White House administration, can speak on "My Life as a Member of the Carter Family in Plains, Ga.," as well as "The Organization of the White House and How It Functions," Ms. Steinhaus says.

Ms. Steinhaus will not disclose how much an individual receives for his lectures, but she says the fees for former Carter officials range from \$500 to \$12,500 a speech.

Jimmy Carter, who is not a client of her company, probably could command up to \$25,000 a speech, she adds.